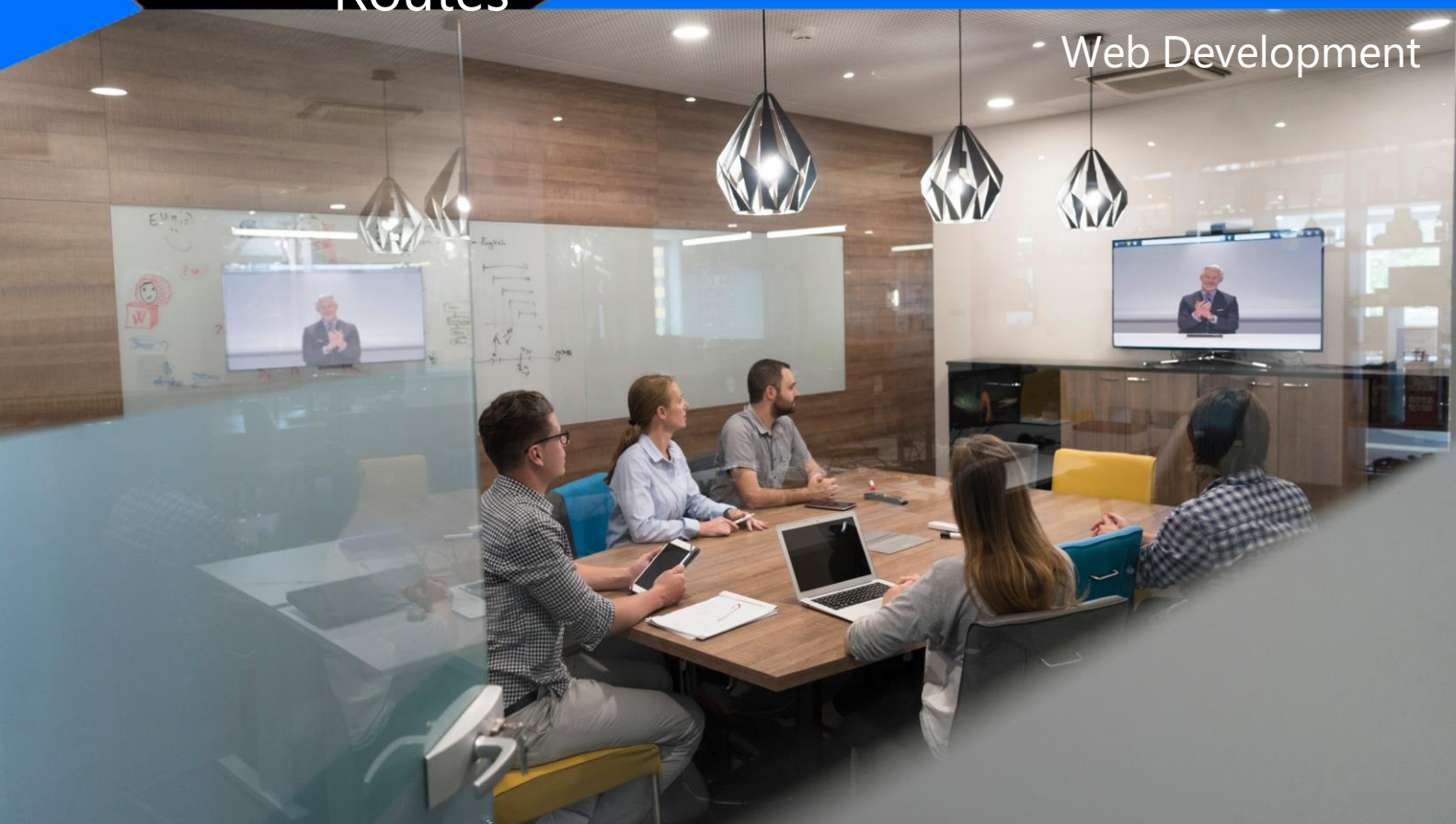


# Exploring Careers Through **Technical** Routes

## Web Development



### The

Web developers design, build and maintain websites and website applications. Projects are diverse and could include creating apps for smart phones, producing e-learning materials, developing a business internal website (intranet) for in-house communications, developing an on-line business tool, helping a local charity establish a website or designing web pages to support a major advertising or PR (public relations) campaign.

Developers may test sites and applications in different browsers, fix bugs in existing projects, meet with a project team (designers, developers and staff) for updates, learn about and test new technologies or build and maintain company databases.

Web developers are required in organisations such as advertising agencies, digital/social media marketing companies, website development & design agencies and sales, marketing & public relations companies.

### Skills and Requirements

To become a web developer you will need excellent technical skills and a strong attention to detail. Other key skills, knowledge and attributes include:

- Advanced skills in software programming and graphics
- Good coding skills and knowledge of computer programming languages e.g. HTML
- An ability to work well under pressure always striving to meet the objectives of the client
- Creative thinking ability
- Listening skills to understand your client's needs and solve their problems
- Effective working individually, in mixed teams, with other developers, designers and/or account managers and clients
- Clear and concise communication to understand and translate client ideas or explain technical issues to a non-technical audience
- An ability to manage complex tasks within set timeframes

There are in excess of 90,000 web development businesses in the UK.

Source: [www.freeindex.co.uk](http://www.freeindex.co.uk)

# Exploring Careers Through Technical Routes

Working and Learning in Web Development

## Job Roles & Progression

### Study Programme



### Further study

BA (Hons)  
Internet Design Web Design BSc (Hons)  
Web Development/with Computing Web Production FdSc  
Web Design and Development FdA  
Web Design



### Apprenticeships

Advanced Web Developer  
  
Advanced and Higher Software and Web



### Career roles

Lead programmer  
Project leader

A senior developer can work for an agency or become self employed

## Calculation including problem solving

### Tasks

1. Create a plan for developing a new app and calculate the cost for each element of the work.
2. Complete word count for different components of a web page to ensure all text is visible on the completed page.
3. Create coding variables which have time and or rate change components.
4. Measure the speed of website functions for a client whose system is not fully performing.
5. Determine the size of on screen objects by calculating the overall space available.

### Links to GCSE Maths

1. **Number** (whole numbers - addition, subtraction, multiplication; decimals - addition and subtraction of decimals)
2. **Number** (whole numbers - addition; fractions of amounts; decimals - multiplication)
3. **Ratio, proportion and rates of change** (time, speed)
4. **Algebra** (algebraic formulae – rearranging formulae)
5. **Geometry and measure** (2-dimensional shapes - perimeter and area shapes)

## Communication, all

### Tasks

1. Speak with a client to identify the requirements for creating their new website.
2. Collect verbal feedback from clients to gauge their satisfaction at each stage of the project plan.
3. Produce a website specification brief to clarify the client's requirements and to guide the development of the detailed project plan.

4. Communicate with potential users to test usability and perceptions.

5. Write

Develop a project brief for team members to ensure they know what is expected of them and by when.

### Links to GCSE English Language

1. **Spoken language** (listening - audience, purpose, standard English)

2. **Spoken language** (speaking and listening - audience, purpose; voice)

3. **Writing** (audience; planning - a structure, mind maps, flow chart, table; organising information - building sentences; vocabulary - use precise verbs) **Spelling, punctuation and grammar** (common spelling errors; punctuation)

4. **Spoken language** (speaking and listening - audience, purpose, discussion skills)

5. **Writing** (writing non fiction – a project plan; organising information; vocabulary - use precise verbs)

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